WHAT IS CLAIMED IS:

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1. A screening and survey selection system, comprising:

2   a survey queue having a plurality of queue slots, each of said

3   plurality of queue slots including a survey available for a

4   respondent;

5   a random number generator adapted to generate a number

6   pertaining to a selected one of said plurality of queue slots as a

7   function of at least one characteristic associated with said

8   respondent; and

9   a screener block question generator adapted to develop a

10   plurality of screener block questions that determine if said

11   respondent is qualified to participate in a survey corresponding to

12   said selected one of said plurality of queue slots.

2. The screening and survey selection system as recited in

2   Claim 1 further comprising an access and control subsystem adapted

3   to determine access rights of said respondent.

3. The screening and survey selection system as recited in

2   Claim 1 further comprising a control database that contains

3   attributes associated with said respondent.

4.   The screening and survey selection system as recited in Claim 3 wherein said attributes are selected from the group consisting of:

a screenname of said respondent,

a login identification of said respondent,

category codes for past surveys and completion dates of said past surveys taken by said respondent, and

a last entry date to said screening and survey selection system by said respondent.

5.   The screening and survey selection system as recited in Claim 1 further comprising a master screener adapted to develop questions that determine said characteristics.

6.   The screening and survey selection system as recited in Claim 1 wherein said characteristics are selected from the group consisting of:

a zip code of residence of said respondent,

an age of said respondent,

a gender and ethnic background of said respondent,

occupational information and composition of a household of said respondent, and

decision making criteria of said household of said respondent.

7.   The screening and survey selection system as recited in
2   Claim 1 further comprising a quota subsystem adapted to determine
3   an availability of said survey corresponding to said selected one
4   of said plurality of queue slots.

8.   The screening and survey selection system as recited in
2   Claim 1 further comprising a survey quota file that contains status
3   information regarding surveys located in said survey queue.

9.   The screening and survey selection system as recited in
2   Claim 1 further comprising a survey engine adapted to monitor a
3   number of respondents accessing said screening and survey selection
4   system.

10.   The screening and survey selection system as recited in
2   Claim 1 further comprising a crediting file that contains benefit
3   information associated with said respondent.

11. A method of screening and selecting for a survey,
2 comprising:

3 providing a survey queue having a plurality of queue slots,
4 each of said plurality of queue slots including a survey available
5 for a respondent;

6 generating a number pertaining to a selected one of said
7 plurality of queue slots as a function of at least one
8 characteristic associated with said respondent; and

9 developing a plurality of screener block questions that
10 determine if said respondent is qualified to participate in a
11 survey corresponding to said selected one of said plurality of
12 queue slots.

12. The method as recited in Claim 11 further comprising
2 determining access rights of said respondent.

13. The method as recited in Claim 11 further comprising
2 providing a control database that contains attributes associated
3 with said respondent.

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14. The method as recited in Claim 13 wherein said attributes

2 are selected from the group consisting of:

3   a screenname of said respondent,

4   a login identification of said respondent,

5   category codes for past surveys and completion dates of said

6 past surveys taken by said respondent, and

7   a last entry date that said respondent attempted to

8 participate in a survey.

15. The method as recited in Claim 11 further comprising

2 developing questions to determine said characteristics.

16. The method as recited in Claim 11 wherein said

2 characteristics are selected from the group consisting of:

3   a zip code of residence of said respondent,

4   an age of said respondent,

5   a gender and ethnic background of said respondent,

6   occupational information and composition of a household of

7 said respondent, and

8   decision making criteria of said household of said respondent.

17.   The method as recited in Claim 11 further comprising
determining an availability of said survey corresponding to said
selected one of said plurality of queue slots.

18.   The method as recited in Claim 11 further comprising
providing a survey quota file that contains status information
regarding surveys located in said survey queue.

19.   The method as recited in Claim 11 further comprising
monitoring a number of respondents attempting to participate in a
survey.

20.   The method as recited in Claim 11 further comprising
crediting a crediting file that contains benefit information
associated with said respondent.

21. A computer system for effecting a screening and survey

2 selection system over a computer network, comprising:

3 a database coupled to said computer network and including a

4 survey queue having a plurality of queue slots, each of said

5 plurality of queue slots including a survey available for a

6 respondent; and

7 a server associated with said database, including:

8 a random number generator that generates a number

9 pertaining to a selected one of said plurality of queue slots

10 as a function of at least one characteristic associated with

11 said respondent; and

12 a screener block question generator that develops a

13 plurality of screener block questions that determine if said

14 respondent is qualified to participate in a survey

15 corresponding to said selected one of said plurality of queue

16 slots.

22. The computer system as recited in Claim 21 wherein said

2 server further comprises an access and control subsystem that

3 determines access rights of said respondent.

23.   The computer system as recited in Claim 21 wherein said

2   database further comprises a control database subsystem that

3   contains attributes associated with said respondent.

24.   The computer system as recited in Claim 23 wherein said

2   attributes are selected from the group consisting of:

3   a screenname of said respondent,

4   a login identification of said respondent,

5   category codes for past surveys and completion dates of said

6   past surveys taken by said respondent, and

7   a last entry date to said screening and survey selection

8   system by said respondent.

25.   The computer system as recited in Claim 21 wherein said

2   server further comprises a master screener that develops questions

3   that determine said characteristics.

26. The computer system as recited in Claim 21 wherein said
characteristics are selected from the group consisting of:

a zip code of residence of said respondent,

an age of said respondent,

a gender and ethnic background of said respondent,

occupational information and composition of a household of
said respondent, and

decision making criteria of said household of said respondent.

27. The computer system as recited in Claim 21 wherein said
server further comprises a quota subsystem that determines an
availability of said survey corresponding to said selected one of
said plurality of queue slots.

28. The computer system as recited in Claim 21 wherein said
database further comprising a survey quota file that contains
status information regarding surveys located in said survey queue.

29. The computer system as recited in Claim 21 wherein said
server further comprises a survey engine that monitors a number of
respondents accessing said computer system.

30. The computer system as recited in Claim 21 wherein said

2   database further comprises a crediting file that contains benefit

3   information associated with said respondent.

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